

Historic, Archive Document

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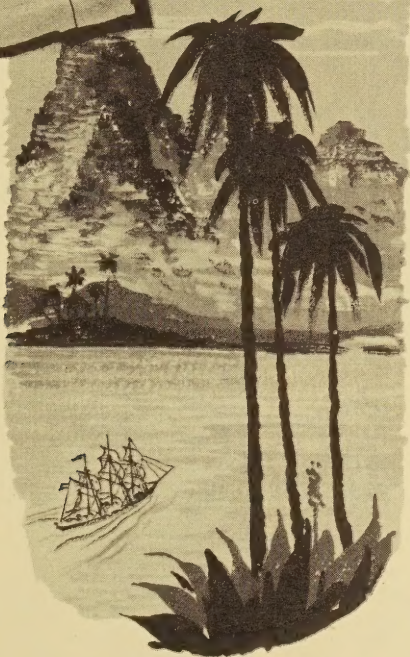
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Keeline - Wilex Nurseries
Montebello, Calif.



*Your
Paradise
Palm*



PARADISE PALM ROMANCE

Paradise Palms were first found on a remote island in the Pacific, its shores softly caressed by the gentle azure waves of the Tasman Sea.

Here for centuries these graceful Palms, quietly nodding in the tropical breeze, have grown in regal splendor unseen by man, until 1788 when Lt. Henry L. Ball enroute from Sidney to Norfolk Island, discovered a remarkable pyramid of volcanic rock projecting out of the sea to a height of 2840 feet.

Honoring Admiral Richard Howe of Britain, he named this picturesque island, Lord Howe Island. Shaped like a boomerang, it lies 480 miles northeast of Sidney, Australia. Surrounding this secluded, tropical paradise is a broad coral reef which protects, it is said, the most beautiful beach of brilliant white sand in the world.

Lord Howe Island with its even, subtropical temperature and abundant moisture is ideal for the Paradise Palm (*Kentia forsteriana*) to thrive luxuriantly and produce seed for the commercial market. Covering the island like a blanket of green, the Paradise Palm grows from seashore to the highest peak.

How the Paradise Palm was distributed around the world from this small island is one of the most romantic stories of horticulture. Traders picking up fresh water and vegetables from the island gathered a few seeds



Seed Gathering on Lord Howe Island

and planted them on other islands; later plants were brought from Lord Howe Island to Britain, Europe and America for decorative purposes. Horticulturists soon learned that from seed they could successfully grow the Paradise Palm. However, we still look to this secluded tropical island for our supply of Paradise Palm seeds; the sale of which supports the resident population of this exotic island community.

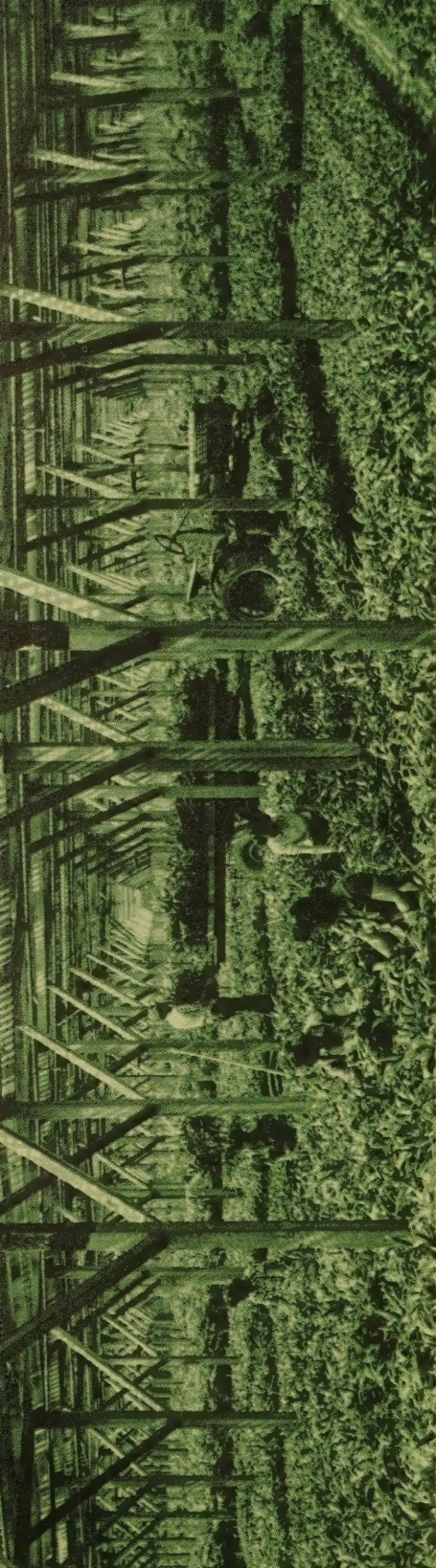
Visitors to this Island of the Tasman Sea enjoy with the "Islanders" the same serenity of complete isolation from the outside world. Lord Howe Island can truly be called "Paradise Island".

"Decorate with Palms"; how often have you heard this phrase? Without them, hotel lobbies, steamship saloons, theaters, restaurants, television shows, public buildings, homes and churches would lack refreshing beauty that only live Palms can render.



Paradise Palms offer you . . .

- Refreshing gracefulness
- Beautiful live greenery
- Easy maintenance
- Decorative utility
- Adaptability
- Hardiness



Paradise Palm House—Keeline-Wilcox Nurseries, Montebello, California, where millions are propagated and grown for you. Covering over 20 acres, this lath house provides partial shade and tropical rain effect for these beautiful, graceful Palms during their seven years of maturity before delivery to you. Paradise Palms are the hardiest of all plants used for interior decoration.



**PARADISE PALMS FOR
MODERN INTERIORS**

